

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Jonathan (nmi) Ellenberg, et al.
Serial No.: 09/624,439
Filing Date: July 24, 2000
Art Unit: 3696
Confirmation No.: 5413
Examiner: Daniel S. Felten
Title: *A SYSTEM AND METHOD FOR CONDUCTING
A CUSTOMER AFFINITY PROGRAM AUCTION*

MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

RESPONSE PURSUANT TO 37 C.F.R. § 1.116

In response to the Final Office Action dated April 7, 2009, Applicants respectfully request the Examiner to reconsider the rejection of the claims in view of the comments and amendments as set forth below.